Rep Order#
 6832081

 EC'd
 Yes

Ver# 1 Mod# 0

Status Confirmed

Traffic Order# 104407

Printed: 07/18/2012 10:33 AM

Last Received: 07/12/2012 4:05 PM

Showing Buylines: All Lines

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Daypart

Station K Advertiser Product Estimate# Buyer Phone# Fax#	KSNV-TV LAS VEGAS, NV. r ( ).HELLER FOR SENATE HELLER FOR SENATE NEIL WILLIAMS	VEGAS, NV. LER FOR SEN R SENATE	VATE	Agency ( ). 3299 K ? WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks	STRATE STREET I NGTON, 10/03/2	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E 10/03/2012 - 10/09/2012 esks	, , , , , , , , , , , , , , , , , , ,	Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX#	( (Phone#	) PHILADELPHIA ) AMY MCCREARY • 215-568-6540 215-568-1845	HA EARY 40 45
CONTRAC	CONTRACT COMMENT	1									
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	₩ of Weeks	Total Spots	Total Cost
₽    - 	W-F Buylir	5A-6A Buyline Comment: NEWS	NEWS		:30	\$300.00	10/03-10/05	თ       	نصر     	ത I I	\$1,800.00
И	M-TU Buylir	U 5A-6A Buyline Comment:	NEWS		:30	\$300.00	10/08-10/09	<i>c</i> 1,	<b>⊢</b> •	42	\$1,200.00
ω	M—TU Buylir	U 6A-7A Buyline Comment:	NEWS		:30	\$450.00	10/08-10/09	44	ь	4,	\$1,800.00
节	W-F Buylir	6A-7A Buyline Comment: NEWS	NEWS		:30	\$450.00	10/03-10/05	σι	பு	δV	\$2,700.00
ហ	W-F Buylir	7A-9A Buyline Comment:	TODAY		:30	\$600.00	10/03-10/05	Ø	<u>بــ</u>	ø	\$3,600.00
თ	M-TU Buylir	U 7A-9A Buyline Comment: TODAY	TODAY		:30	\$600.00	10/08-10/09	4;	<b>⊢</b>	44,	\$2,400.00
7	M-TU Buylir	U 9A-10A Buyline Comment:	TODAY2		:30	\$275.00	10/08-10/09	2	ഥ	2	\$550.00
00	W-F Buylir	9A-10A Buyline Comment:	TODAY2		:30	\$275.00	10/03-10/05	ω	Н	ω	\$825.00
, G	W-F Buylir	10A-11A Buyline Comment:	TODAY 3		:30	\$225.00	10/03-10/05	ω	H	ω	\$675.00
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<b>Printed:</b> 07/18/2012 10:33 AM	Pri	Traffic Order# 104407	Status Confirmed	Mod# 0	Ver# 1	6832081	Ren Order#

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H Station K Advertiser Fax# Buyer Phone# Estimate# Product 19 128 17 16 15 14 ЦЗ 12 Ľ 21 20 11 KSNV-TV LAS VEGAS, NV.
ser ( ).HELLER FOR SENATE
HELLER FOR SENATE NEIL WILLIAMS ₩−F M-IU UT-M NI N হ | | OT-M DT-M ₩-DI-M Day ₩**-** H Σ | |-Buyline Comment: DAYS Buyline Comment: DAUS Buyline Comment: NEWS Buyline Comment: PHIL Buyline Comment: Buyline Comment: DRS Buyline Comment: AGENDA Buyline Comment: AGENDA Buyline Comment: Buyline Comment: Buyline Comment: RR 12P-1230P Time 3P-4P 1P-2P IP-2P 1230P-1P 12P-1230P 11A-12P 2P-3P 2P-3P 1230P-1P 11A-12P NEWS DRS 끊 Program Hiatus Weeks Flight Dates Agency C/P1/P2/E Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 :30 :30 30 :30 :30 :30 :30 Len :30 :30 :30 10/03/2012 - 10/09/2012 \$300.00 \$225.00 \$225.00 Rate \$225.00 \$275.00 \$275.00 \$225.00 \$275.00 \$225.00 \$275.00 \$225.00 10/03-10/05 10/03-10/05 10/08-10/09 10/03-10/05 10/08-10/09 10/08-10/09 10/08-10/09 10/03-10/05 10/03-10/05 10/03-10/05 Dates 10/08-10/09 ω w N N ω ω N N w N ω Spots/Week Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# Rep Firm # Oh щ Н Н فسإ ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 N Total Spots Ų.) ω N ω ω N Ю ω ω N \$900.00 \$550.00 \$825.00 \$675.00 \$450.00 \$675.00 \$450.00 \$550.00 \$825.00 \$675.00 \$450.00 Total Cost Daypart

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U 7🌣-730Þ Buyline Comment:	7P-730P Buyline Comment:	630P-7P Buyline Comment:	U 630P-7P Buyline Comment:	5P-630P Buyline Comment:	U 5P-630P Buyline Comment:	U 430P-5P Buyline Comment:	430P-5P Buyline Comment:	4P-430P ine Comment:	U 4P-430P Buyline Comment:	U 3P-4P Buyline Comment:	Time	JAMS	KSNV-TV LAS VEGAS, NV. ( ).HELLER FOR SENATE HELLER FOR SENATE
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10/08-10/09	10/03-10/05	10/03-10/05	10/08-10/09	10/03-10/05	10/08-10/09	10/08-10/09	10/03-10/05	10/03-10/05	10/08-10/09	10/08-10/09	Dates	12	VCS 0
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\$1,500.00	\$2,250.00	\$2,250.00	\$1,500.00	\$5,400.00	\$3,600.00	\$900.00	\$1,350.00	\$1,350.00	\$900.00	\$600.00	Total Cost	5540 845	PHIA REARY
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Rep Order# EC'd Yes	
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\$750.00	\$2,100.00	\$2,100.00	\$2,400.00	\$2,400.00	\$275.00	\$275.00	\$775.00	\$775.00	\$450.00	\$450.00	Rate	10/03/2012 - 10/09/2012	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	
10/06-10/07	10/05-10/05	10/04-10/04	10/09-10/09	10/08-10/08	10/03-10/05	10/08-10/09	10/08-10/08	10/04-10/04	10/03-10/05	10/08-10/09	(A)	2	CS	0
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\$1,500.00	\$2,100.00	\$2,100.00	\$2,400.00	\$2,400.00	\$825.00	\$550.00	\$775.00	\$775.00	\$1,350.00	\$900.00	Total Cost	540 845	?HIA ?EARY	
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	Rep Order# EC'd Yes
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A TECH NEW AND STORE OF THE PARTY ASSESSMENT OF THE PA	Traffic Order# 104407 Showi
á	407 Prin Last Received: 07/i Showing Buylines: All Lines
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HELLER FO	NEIL WILLIAMS	Day	SA.	Buyli	SA	Buyli	SA	Buyli	SA	Buyli	SA	Buyli	SA	Buyli	SU	Buylj	SU	Buyli	SU	Buyli	SU	Buyli	SU	Buyli
HELLER FOR SENATE	IAMS	Time	 6A-7A	Buyline Comment:	7A-9A	Buyline Comment:	9P-930P	Buyline Comment:	5P-630P	Buyline Comment:	630P-730P	Buyline Comment:	1130P-1A	Buyline Comment:	6A-7A	Buyline Comment:	7A-8A	Buyline Comment:	8A-9A	Buyline Comment:	9A-930A	Buyline Comment:	930A-10A	Buyline Comment:
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WASHINGTON, DC 20007 P1/P2/E	10/03/2012 - 10/09/2012	Rate	\$225.00		\$325.00		\$300.00		\$450.00		\$375.00		\$750.00		\$225.00		\$500.00		\$1,900.00		\$250.00		\$375.00	
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) AMY MCCREARY	215-568-6540 215-568-1845	Total Spots	<u> </u>		Н		щ		N		Ļ		щ		H		₽		٢		Ъ		<u>,_</u>	
REARY	6540 1845	Total Cost	\$225.00		\$325.00		\$300.00		\$900.00		\$375.00		\$750.00		\$225.00		\$500.00		\$1,900.00		\$250.00		\$375.00	
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Showing Buylines: All Lines	Traffic Order# 104407  Last Received:
1 Lines	Printed: 07/18/2012 10:33 AM Last Received: 07/12/2012 4:05 PM
	18/2012 10:33 AM PM

58 SU 1130P-12A Buyline Comment: SPORTS NIGHT	57 SU 8P-9P Buyline Comment: SNF-POSTGAME	56 SU \$15P-830P Buyline Comment: SNF	55 SU 4P-515P Buyline Comment: FNIA	Fax# LT In Day Time Program	Estimate# Buyer NEIL WILLIAMS Phone#	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ).HELLER FOR SENATE  Product HELLER FOR SENATE
			ļ		Agency Criniz 4/2 Flight Dates Hiatus Weeks	Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007
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\$200.00	\$6,500.00	\$8,000.00	\$1,600.00	Rate	10/03/2012 - 10/09/2012	( ) STRATEGIC MEDIA SVG 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007
10/07-10/07	10/07-10/07	10/07-10/07	10/07-10/07	Dates	2	CS 0
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Н	Н	<b>j_4</b>	<u> </u>	Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY
\$200.00	\$6,500.00	\$8,000.00	\$1,600.00	Total Cost	5540 [845	PHIA REARY

## -REPORT TOTALS-

Report Totals: 134 / \$82,725.00

## —SALES MONTHLY TOTALS—

Station Totals: 134 / \$82,725.00 Lines not sent/rcld/rtrn: 0 / \$0.00 Sales Totals: 134 / \$82,725.00 Oct 12: 134 / \$82,725.00

PINES NOT SENT/ICIA/Itrin. o / Po-00											
COMPETITIVE											
Market Totals	\$285,259	CATV 0%	80	KBLR	a% ○	KINC	%	٠	KLAS	90	KSNV
		KTNV	18%	KTUD	□ <b>/</b> P	KVCW	% I→		KVMY	olo Fri	KVVU
		%0 XXXX	%								
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## -COMPETITIVE COMMENTS-

NEW ORDER EST SHARES

Demos Books RA35+ NOV12

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Daypart

Rep Order# EC'd Yes 6832081 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104407 Showing Buylines: All Lines Last Received:

Phone# Fax# Buyer Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).HELLER FOR SENATE

Product HELLER FOR SENATE Estimate# NEIL WILLIAMS

CASH IN ADVANCE - CREDIT RISK --

Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 10/03/2012 - 10/09/7017

Hiatus Weeks

Rep Firm Sales Office ( Salesperson ( ) PHILADELPHIA ) AMY MCCREARY

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

7 of -1

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